

SPECIAL EDITION INTERPACK

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through better packaging
for more people.*



W P O N E W S

The Packaging Community Around the World

2017 WorldStar Packaging Awards at Interpack

A sold-out crowd of over 400 people attended the WorldStar Awards Presentations & Gala Dinner, on May 4th, the most important global packaging competition in the world, organized by **WPO (World Packaging Organization – www.worldpackaging.org)**. During the occasion, 140 winners were awarded from a total of 291 entries from 35 countries. Japan was the biggest winner of the night with a total of 20 trophies, followed by Germany with 18 awards. The ceremony was accomplished in the same week (May 4 – 6) as the **WPO** 98th Board Meeting, the first meeting of 2017, during Interpack, the major global packaging show, organized by Messe Düsseldorf, in Germany.

Besides the normal categories – Beverages, Electronics, Food, Health and Beauty, Household, Luxury, Medical and Pharmaceutical, Other, Point of Sale and Transit – there were projects awarded in special categories, those being the President's Award, Sustainability, Marketing and the new special award, Packaging that Saves Food.

Another new category is Life Time Achievement. The judges, from all over the world, elected: Anne Emblem (UK), Dharma Ratnayake (Sri Lanka), Sergio Haberfeld (Brazil) and Soren Ostergaard (Denmark). "The Lifetime Achievement in Packaging Award was established with the aim of acknowledging and rewarding excellence in all aspects of packaging science, technology, design and application across every country around the world", explains Thomas Schneider, **WPO** President.

Tom adds: "The discipline of packaging is one that is truly global. The World Packaging Organisation is in a unique position to identify leading practitioners from around the world who have consistently pushed the boundaries in advancing

the art, science and application of packaging to serve the needs of an ever more demanding society. These prestigious awards will celebrate and preserve in perpetuity the collective achievements of these innovators.”

In the new Save Food category, the Gold Star Award was given to Flexomed, from Spain for the Ethylene Absorber Bag, which reduces food loss by 3% - 9%. The process of absorbing ethylene gas delays the ripening of fruits.

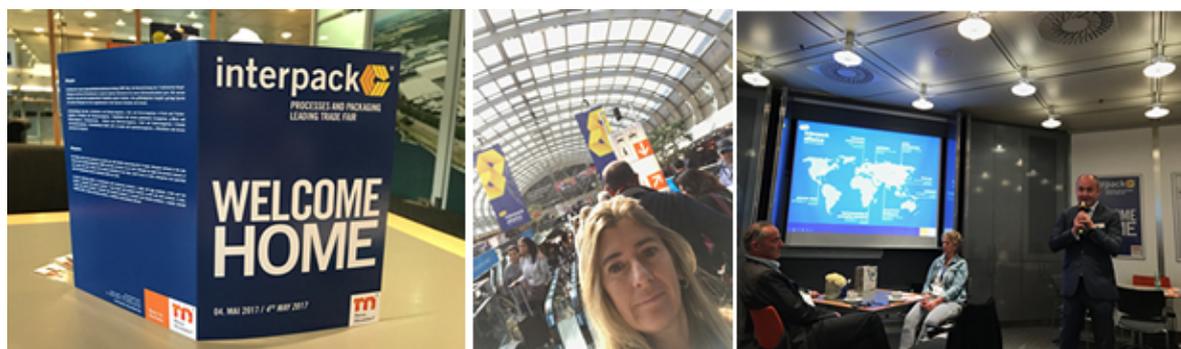
Picking up some awards during the evening were Camargo Embalagens, from Brazil, with the Capa Pack. The package was developed as part of an innovative marketing campaign of a local coffee brand. Camargo collected the Marketing category award, as well as the President’s Award.

The winners of all categories of WorldStar 2017 can be viewed at www.worldstar.org and **WPO** webpage www.worldpackaging.org. The entries to WorldStar Packaging Awards 2018 are open for entry on 1 June with a closing date of 6 October, 2017. The online registration can be done at www.worldstar.org.

From the editor

The packaging world joined at Interpack 2017!

*By Liliam Benzi**



The world’s biggest and most important trade fair of the packaging sector and related process industries - Interpack (May 4th to 10th) - registered a record attendance of 2,865 companies and 74% of the approximately 170,500 visitors from abroad. The high percentage of German and international top-notch experts, from a total of 168 countries, made for highly satisfied faces among exhibitors, who delighted at promising business contacts and even concrete deals concluded in the seven-digit range.

In return, visitors benefitted from an internationally unrivalled multitude of innovations on display and a unique market overview. This was also reflected in the corresponding high scores they gave the trade fair: just under 98% stated, in the official survey, that they were satisfied or very satisfied with their visit to Interpack 2017. They took an interest in all ranges and segments of the show, but packaging media received significantly more attention than at the previous event.

“Interpack is an absolute must-go event for companies in this industry and provides unique momentum. Every three years it is not only a one-of-a-kind performance showcase but also the place where suppliers and customers from all over the world get together to network and do business,” underlines Friedbert Klefenz, President of Interpack 2017. 2 Commenting on this, Hans Werner Reinhard, Managing Director at Messe Düsseldorf, explained: “Interpack has again impressively

confirmed its claim of being the world's most important event and innovation platform for the industry every three years. Due to the concept of the newly created global 'Interpack alliance', Interpack as its flagship has also obtained more exposure in the growth markets abroad thereby attracting even more high-caliber experts to Düsseldorf."

From Digitalization to Industry 4.0 and Sustainability

Proving a top trend at many stands was the further digitalization of production processes on the way to Industry 4.0 applications. Production linked along these lines makes it possible to manufacture personalized packaging efficiently or to guarantee traceability, to name but two options. Furthermore, the modular design of packaging machines and process lines and optimized digital operating concepts play a pivotal role in order to reduce complexity in manufacturing and achieve the highest degree of flexibility possible for changing batch sizes or product versions.

Some companies even focused on virtual reality applications that allow machines or equipment to be experienced holistically in order to manage complexity better even in the manufacturing process of machinery and equipment as well as in training and operation. The sustainability theme also remained "omnipresent" at Interpack 2017. Companies presented improved resource efficiency in terms of both the material used with ever smaller wall thicknesses and of manufacturing processes. Moreover, alternative packaging materials are gaining ground.

But not only the exhibitors had innovations in store for Industry 4.0. The special show of the same name, organized in cooperation with the German Engineering Federation (VDMA), also showcased the latest ideas and approaches and was received extremely well by visitors. Proving one of the major attractions here was the Demonstrator "smart4i" that produced and packaged personalized power banks. Not only the entire workflow was digital, from online ordering to tracking and tracing, but the machine itself was also installed in record time thanks to a virtual twin and the networked planning in cooperation with several universities.

Save Food Congress and innovationparc

Six years after Save Food was launched, the initiative has grown into a broad-based alliance of over 850 international members from industry, associations, NGOs and research institutes. One of the milestones of the Initiative is the Save Food Congress at Interpack; its 3rd edition, held on May 4th, was highly praised by delegates for its broad thematic coverage. The Congress pursued a multi-dimensional approach in order to address the issue of food losses and waste comprehensively.

Participants included high-ranking political representatives as speakers such as Vytenis Andriukaitis, EU Commissioner for Health and Food Safety, and Gargi Kaul, Joint Secretary & Financial Adviser at the Indian Ministry for Food Processing Industries, as well as committed NGOs activists and representatives from business. Over the course of the Congress the perspective changed, focusing either on global views or national details and conditions – with India as a focal theme this time. The Food and Agriculture Organization of the United Nations (FAO) presented results of a study in India funded by the Initiative; it had been carried out with the aim of identifying the mechanisms involved in losses of important base foodstuffs and of finding approaches for solutions.

As part of the congress the Save Food partners, Messe Düsseldorf and FAO also signed a memorandum of understanding, in order to fix the cooperation for the coming four years. "It is an absolute hallmark of Interpack to focus on attention-grabbing special topics. We are therefore delighted to be able to also fight food losses and waste with our partner, the FAO, and in cooperation with the industry and other supporters in future, too. This means we are committed to a good

cause and communicate the potential that the packaging industry and related process industries hold in this context at the same time,” explains Werner Matthias Dornscheidt, President & CEO of Messe Düsseldorf.

innovationparc, the special show organized as part of Interpack 2017, also addressed the theme of Save Food and presented very practical solutions for minimizing food losses and waste. These also included the finalists and winners of the WorldStar Awards, the major packaging competition in the world, organized by WPO. Awards went, for instance, to plastic bags for fruit that can enormously prolong shelf life thanks to built-in ripening-gas absorbers.

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Innovative Products & Trends

Butterfly cup

No more splashes, leaks and drips. That’s the promise of Butterfly Cups, launched by Cup Concepts International (www.cupconcepts.com). The simple shape on the top of the cardboard cup, replaces the plastic lids, reducing costs and stock items; saving storage space and counter space; speeding the serving process and the staff efficiency in the shop; and reducing waste disposal costs, besides enhancing the environmental impact of the package.



Smart packaging

U-Fresh, produced by Camen (www.camen-q.com) is a bag made from High Density Polyethylene (HDPE) and DuPont™ Tyvek®, which increases up to 20% the life of the grape. It is already being tested for other fruits/foods. It also reduces food weight loss up to 15% and controls the internal atmosphere.

It is also gas permeable but watertight (FDA not approved); only preserves needed moisture; is resistant to punctures and a barrier to microorganisms; is printable, recyclable and bio oriented. A traditional package that would keep the product fresh for 7 days, with U-Fresh increases the shelf life for 14 to 15 days.



Bio based foam

BioFoam, from Synbra (www.synbratechnology.com) is a new patented foam that is comparable to Airpop (EPS-expanded polystyrene). It looks similar in structure and has more or less the same properties. The major difference is that Airpop is made of polymers, that are based on fossil raw materials (a finite resource), and BioFoam consists of biopolymers, which are made of vegetable materials (an infinite resource).

This makes BioFoam the first foam to have an organic base. The consequence is that BioFoam can be reused. In addition, it is biodegradable and it can be industrially composted at high temperatures under the influence of moisture and bacteria. BioFoam is durable and is suitable for long-term use in virtually all technical and packaging applications.



Smell or peel

The Peel PerfoSystem, from CCL Label (www.ccllabel.com), is based in a spiral endless perforation which winds around the product and can be applied in a wide ranging of label substrates. It can also be combined with an exclusive smell printing system that lasts at least one year from the day of printing the label. The company is focusing this innovation in premium and promotional products.



Special security system

The Locked4Kids system developed by Ecobliss (www.ecobliss.com) is composed of a carton box containing a PET blister tray. The box has openings on the sides in which the blister tray is automatically locked when it is pushed all the way into the box. For this, hooks are attached to the edge of the blister tray. In order to be able to open the packaging, both hooks have to be pushed simultaneously, while pulling the blister tray out of the box.

This is very difficult for small children. The hooks are placed diagonally to one another at a distance that cannot be spanned by the hand of a small child, but which is no problem for adults. The carton box is coated with a tear resistant laminate so as to prevent children from ripping it apart.



Innovation for food service



Better food with less effort is the motto of this launch which offers a new way to cook for commercial kitchens, catering and restaurants. The patented Micvac (www.micvac.com) process for in-pack cooking and pasteurization is now being used within the food service area. The unique reclosableMicvac valve has shown to be very efficient also in steam ovens used in large scale kitchens. The concept has been tested until now mainly in Spain and Sweden and proven very successful allowing new ways of producing and managing the logistics for these companies.

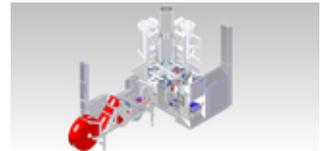
The use of the method allows the production and serving to be independent from one another. Food with a longer and safer shelf life, enables an improved efficiency when it comes to planning the production of meals, the use of staff and

convenience when heating it up. Less food is thrown away all through the value chain as you only heat up what you actually need. And you can stock meals and components to deal with shortage etc.

The first customer for this application is CarnsFuster, a “carnecería”, or meat shop, located in the region of Valencia, Spain. They have launched 25 new recipes of traditional Spanish meals all produced in their own production kitchen. The ingredients are packed in the tray, sealed with a film with the valve on top and then cooked and pasteurized in conventional steam ovens. At this moment, the products are sold with great success in the local CarnsFuster retail.

Safety from machinery

Hygienic experts used to consider PE plastic bags to be the most hygienic packing material for highly sensitive food products, e. g. baby food. The risk of contaminations is already reduced to an absolute minimum during the production of PE films. However, the machines on the market today have not been able to meet very high hygiene standards. Based on this, the German packaging manufacturer BEHN + BATES (www.behnbates.com) developed the idea for a new hygienic machine for PE film bag filling. For the first time in its company history, the entire process of machine development has closely been followed and accompanied by a key customer – as well as by the PE film producer who parallel developed a new optimized double-layer gusseted film for even better product protection in future.



The components of the new packing machine Roto-Packer Adams Care-Line Edition are combined in an absolutely new way in order to minimize dust deposit areas and guarantee optimum cleaning features. Some examples are: The number of integrated components is reduced to the minimum absolutely needed for proper functioning. All parts are encased. There are nearly no machine parts such as screws, nuts, etc., that could fall into the product during filling, above the open bag. Machine edges are inclined, machine corners are rounded. There are no open threads, edges and drill holes in the sectional steel frame. In other words there are no points where product dust can build up. Thanks to the inclined edges and rounded corners product dust deposits can easily be removed.

High quality packs for meat and sausage



The compact B 325, from Multivac (www.multivac.com), is easy to operate and has an extremely high output: a high production volume of up to three cycles per minute and the excellent pack quality. With its chamber size of 1,000 x 630 x 180 mm (W x D x H), this model is particularly suitable for the automated packing of large batches of processed meat and sausage, ham, bacon and fresh meat. The B 325 is also used currently for producing maturation and transportation packs for cheese blocks and catering cuts, such as for example beef fillets and haunches.

The simple and quick adjustment of the sealing height to the product by means of the optional manual height adjustment has been well received by customers. This allows the appropriate sealing height for the particular product to be set simply, quickly and without tools. The chamber is equipped at the front and back with two plug in sealing bars, each 1,000 mm long, and the machine can be loaded from both sides.

Flexibility in pouches

When projecting the Enflex SDT-14 machine for pouches, the engineers of Enflex (www.enflex.es) followed two basic objectives: simplicity and total operation guarantee. The result is the most competitive and widely accepted horizontal stand up pouch packaging machine on the market. It is a machine especially created for the Cosmetic, Food and Chemical sectors. The STD-14 has an unquestionable flexibility that allows it to also make SUP with special shapes, zipper closing systems or end plugs.



Some important features: smooth movement of the carriage allows it to reach high speeds in the packaging of liquids; highly versatile for small-size packages; maximum robustness and reliability guarantee.

New options for films

Bolloré (www.bollorefilms.com) introduced the newest MAP (modified atmosphere) barrier film, LIDTEC LB that is a breathable lidding film for rigid and PSE trays. Another innovation is the B-Nat, a bio based PE shrink film, developed in partnership with Brazilian resin company, Braskem. It has 40% of renewable content, the green PE, produced with sugar cane. For every Kg of green PE used in this ultrathin packaging shrink film, more than 4.5 Kg of CO₂ is saved.

Renewable material cup

Under the brand Naturess (www.naturess.ch), Pacovis introduced the first CPLA Vending Cup, made from 100% renewable raw material. The cups look and function exactly like a traditional plastic coffee cup, keeping the same shape and heat resistance. The renewable raw material is PLA (polylactic acid), produced with sugar cane. Its production generates around 30% less CO₂.

Triple zipper



The manufacture of the re-sealable EL-ZIP press-to-close zippers, Elplast (www.elplasteurope.com) introduced the EL-ZIP Triple Zipper advanced closing system. This new zipper construction includes a range of optional functional features, provides maximum sealing to help protect contents and maintain freshness.

Available in different sizes and variations, including an audible 'click' design, the new zipper can be colored to match packages and optional differentiated opening forces can be applied to each product. It can be used in all package styles and with most commonly used packaging machines and processes used in the market today.

The giant swop show

Shanghai World of Packaging (swop), as a member of interpack alliance, was officially introduced to the global packaging market during Interpack 2017. According to their statistics, the Chinese packaging market ranked 2nd with around US\$ 117 billion in sales and will be expected to overtake the USA as number 1 in the near future. 269 Chinese companies exhibited innovative products during interpack 2017. The show was a perfect time to show China's packaging power on the world stage. Chinese enterprises hope to do business in more advanced markets, like Europe and not only in China and the Asia region. However how to enter this market is a question in need of consideration.



There were more than 250,000 packaging companies in China in 2015 with a total turnover of US\$ 103.59 billion. In terms of the end-user industries, China's food processing industry is a developed and growing market, and food production totaled US\$ 2.24 billion in the same year. At the same time, China is the world's largest e-commerce market. In 2016, the number of e-commerce users was 530 million and the total revenue amounts to US\$ 376,175 million. According to specialists, the "13th Five Year Plan" and the "Made in China 2025" are putting higher demands on the equipment manufacturing industry. As for the packaging industry, the objectives will be green packaging materials, smart packaging machinery and high-end packaging products. It is expected that the revenue of Chinese packaging industry reaches US\$ 362.16 billion by 2020. And companies realized that only innovation can help them to expand their business worldwide at an international advanced level.

The swop project intends to be the leading processing and packaging trade fair targeting China and Asia region. Currently, the number of companies confirmed to exhibit at swop 2017 (November 07th -10th) rose by 50% compared to the last show. 1,000 more exhibitors are expected to exhibit their latest products, technology and services in a 60,000 square meters area.

PMMI shares latest trends in global packaging

Consumer focus on wellness, environmental impact and macroeconomic factors such as the growth of the middle class creating more disposable income are shaping the global packaging market, said Charles D. Yuska, president and CEO, PMMI, The Association for Packaging and Processing Technologies, at a press luncheon during Interpack.

These trends, highlighted in the 2017 Global Packaging Trends report, produced by Euromonitor and sponsored by PMMI, Australian Packaging and Processing Machinery Association, Italian Manufacturers of Automatic Packing and Packaging Machinery and the Processing & Packaging Machinery Trade Association, are impacting the types of machinery sourced by consumer packaged goods companies. Yuska cited global consumer demand for healthier foods as the impetus towards fresher food, clean labeling and organic products becoming center stage.

In particular, clean labels are becoming critical, according to PMMI's recently released Trends in Food Processing Operations report.

"37% of U.S. consumers find it important to understand ingredients on food labels while 91% believe that products with

recognizable ingredients are healthier,” Yuska said. “And, the rise in demand for organic food has fueled a more than 10% growth in this sector.”

In order to meet evolving customer wants, many food manufacturers are looking to new technology, such as High Pressure Processing (HPP) to extend shelf life while delivering fresher, safer food to the consumer. To help advance this technology, the Cold Pressure Council, convened by PMMI, is focused on the progression of HPP as a critical technology in the food and beverage industry.

The next trend emphasized by Yuska is the continued move to more sustainable packaging. PMMI’s 2016 Global Trends Impacting the Market for Packaging Machinery Market Research Report highlighted sustainability as a key factor influencing all major regions. Customers are demanding minimal and less packaging waste while increases in the price of virgin materials are also driving demand for recycled materials.

Flexible packaging is also growing due to recyclability, affordability, lightweight and growth in packaged foods overall. This increase is especially evident in regions such as Asia Pacific, Western Europe, the Middle East and Africa. “The increased focus on sustainability drives the growing demand for more energy-efficient machines,” said Yuska. “With the growth of flexible packaging, we are seeing additional demand for filling and closing machines able to handle this type of packaging material.”

Lastly, one of the major macroeconomic trends that is impacting the industry is the growth of the middle class and a rise in disposable income. In developed regions, increased travel, busy lifestyles and growing health consciousness have increased demand for indulgent yet healthy foods, convenience foods, different portion sizes, different packaging designs and completely new foods. “Consumer purchasing preferences are also changing. Online food sales are growing rapidly, a trend reinforced by the growing use of mobile phones and shopping applications,” adds Yuska.

Consumers welcome additional choices and are willing to pay more for products that are locally sourced, produced with quality ingredients and resonate as authentic. This trend toward more customization and increased premiumization, has fueled the need for increasingly flexible equipment that can handle shorter runs and more frequent changeovers.

Ipack-Ima Innovation Alliance



Ipack-Ima and Meat-Tech will be together at Fiera Milano from 29 May to 1 June 2018 as part of “The Innovation Alliance”. The shows will offer international professionals a new, optimised visitor experience thanks to an exhibition layout divided into eight key business communities: innovative solutions for industry and retail; the presence of leading companies and international top buyers; innovative digital services; theme areas on the main topics of interest to industry professionals; and joint scheduling with the other exhibitions in The Innovation Alliance.

According to Ricardo Cavanna, during a press conference in Interpack 2017, "the 2018 edition will mark a major turning point for Ipack-Ima. Following the acquisition of the show management company by Ucima (Italian Automatic Packaging [Machinery Manufacturers Association]) and Fiera Milano, the event's strategies have been redefined with the aim of further expanding its international scope and making the Italian show a key appointment for industry professionals keen to discover the latest technological innovations, the highest performing materials and cutting-edge logistics solutions".

DuPont presents a project on Nutrition, Packaging and Circular Economy

Is it possible to reduce food waste, improve childhood nutrition and promote the education around environmental sustainability all at the same time? Can multimaterial multilayer film plastic packaging make a positive contribution to the development of a truly circular economy?

A partnership of businesses and NGOs has been looking at these very questions as part of the landmark "The Virtuous Circle" initiative in South Africa. The key learnings from this innovative circular economy project will be showcased during Interpack 2017 from 4-10 May, and are summarised in a report launched today in the lead up to the event.



The project, coordinated by DuPont in close collaboration with Amcor, FUTURELIFE®, EqualTrade4, Wildlands, RWPA Solutions and Wastebuster among others, employs a three pillar approach that addresses the challenge of the sustainability of multimaterial multilayer plastic packaging whilst simultaneously tackling the broader societal objectives around education and childhood nutrition.

The project kicked-off in October 2016 with the delivery of the first wave of FUTURELIFE® Smart foodT pouches to South African schools. These innovative multilayer film pouches are used to provide drinking water and a nutritious meal in one package that can be easily transported over long distances to remote areas and requires no need for refrigeration. Since the launch of the project over half a million meals have been distributed to school children across South Africa.

This has only been the first step of the journey. Once used by the school children, the FUTURELIFE® Smart foodT plastic pouches were collected by the project partner Wildlands and delivered to RWPA Solutions to be converted into durable and sturdy school desks. "The breakthrough from a technical perspective, was the ability to recycle multilayer film packaging waste in an economical way to create highly relevant recycle products without compromising on performance. The desks not only have a practical purpose as classroom equipment; they also bring a symbolic value as they help children see the benefits of recycling first-hand and understand how the circular economy works." says Karam Hirji, Managing Director of RWPA Solutions.

At the same time, the educational programme accompanying this project, explains to school children the importance of good nutrition, the need to reduce food waste and conserve precious resources, the benefits of recycling, and the influence they have to reduce food waste and recycle more.

The newly launched report explores how learning from the project can be applied to other areas of activity. Examples include: humanitarian aid settings where the nutritional value and food preservation attributes of the multilayer film

pouches can provide significant advantages, and; also addressing housing shortages where the waste from the pouches combined with waste from saw mills has been tested and approved for use in the creation of quality building materials.

WPO as part of the Save Food Pavilion

WPO exhibited at Interpack 2017 as part of the Save Food Pavilion, at the innovationparc. 15 WPO members from different parts of the world - Argentina, Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Germany, India, South Africa, Spain, The Netherlands, UK, APO (African Packaging Organization) and APF (Asian Packaging Federation), participated, presenting packaging solutions and concepts to prevent food waste.

Johannes Bergmair, WPO Vice President of Sustainability and Food Safety explains: "Save Food is a topic related to the whole supply chain. And there are many ways and technologies to work on this, including logistics, farm to fork transcontinental routings, transit refrigeration, storage conditions, shelf life extension, product handling, and more. Packaging plays an important role and it is the key element that WPO will focus on".



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